Agenda

Alumni Survey

- Survey Demographics
- Educational Experience
- Career Prospects
- Alumni as Parents
- Staying in Touch
5 Themes were covered in the Alumni Survey

1. Demographic Information
2. Educational Experience
3. Career Prospects
4. Alumni as Parents
5. Stay in Touch

Themes Covered
This theme is mainly concerned with Demographic Information.
Theme 1: Survey Respondents Demographic Information

- **8.7% Response Rate**
- **58% Identified as Female**
- **87% are Egyptian**
- **13% International Alumni**
- **53% Received an Undergraduate Degree**
- **29% Received a Graduate Degree**
- **18% Received Both**
- **67% Received Scholarships or Financial Aid**
- **62% Graduated Within the Last 5 Years**
- **38% Graduated Between 1990-1999**

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Theme 02

This theme is mainly concerned with Educational Experience.

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**Theme 2: Educational Experience**

**Overall satisfaction with AUC Educational Experience**

- Extremely satisfied & Satisfied:
  - Graduated (1990-1999): 85%
  - Graduated (1-5 years): 92%

**Would you recommend AUC to high school students?**

- Probably & Definitely recommend AUC:
  - Graduated (1990-1999): 67%
  - Graduated (1-5 years): 74%

**Recommendations:** While alumni satisfaction is high, this satisfaction level contrasts with their likelihood to recommend AUC to high school students. This points to a slight image perception problem among alumni, but also points out the value graduates see in an AUC education.

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**Theme 2: Educational Experience**

**Overall Satisfaction with AUC Educational Experience**

**Satisfaction with Undergraduate Educational Experience**
- 87% Extremely Satisfied
- 55% Satisfied
- 32% Neutral
- 9% Dissatisfied
- 2% Extremely Dissatisfied

**Satisfaction with Graduate Educational Experience**
- 89% Extremely Satisfied
- 51% Satisfied
- 38% Neutral
- 7% Dissatisfied
- 4% Extremely Dissatisfied

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**Theme 2: Undergraduate Educational Experience**

To what extent did AUC help our students develop certain skills?

**AUC University Learning Outcomes**

<table>
<thead>
<tr>
<th>Skill</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking</td>
<td>84%</td>
</tr>
<tr>
<td>Advanced Communication</td>
<td>78%</td>
</tr>
<tr>
<td>Professional Skills</td>
<td>74%</td>
</tr>
<tr>
<td>Cultural Competence</td>
<td>70%</td>
</tr>
<tr>
<td>Effective Citizenship</td>
<td>50%</td>
</tr>
</tbody>
</table>

**Recommendations:** AUC graduates perceive their AUC educational experience positively. We should build on this by profiling alumni who exhibit these skills to great effect, as well as showcasing current examples of students developing these skills alumni found so helpful.
**Theme 2: Undergraduate Educational Experience**

To what extent did AUC’s undergraduate program prepare you for:

- Graduate school: 62%
- Workplace/labour market: 53%

**Recommendations:**
Although the majority of UG students feel that AUC prepares them very well for careers and graduate school, there can still be improvement. An added focus on the career center, as well as building more connections with graduate programs beyond AUC would be beneficial here.
Theme 03

This theme is mainly concerned with Career Prospects.
Theme 3: Career Prospects

Recommendations: The relatively high rate of alumni with CEO/Executive positions should be a point of pride for AUC. We should focus on these alumni in profiles, speaking engagements, fundraising, and co-op opportunities for our students unveils multiple opportunities for AUC.
Theme 3: Career Prospects
Overall Percentage of Surveyed Alumni by Sector

Recommendations: Alumni are employed at the United Nations, Egyptian Ministry of Foreign Affairs, Proctor & Gamble, Google and the BBC and many more, the diversity of possibilities for recent graduates is a major asset that should be utilized in recruitment.
Theme 04

This theme is mainly concerned with Alumni as Parents.

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Theme 4: Alumni as Parents

Recommendations

1. Re-examine the value of undergraduate experience & build a larger base of international students and professors to compete with universities abroad and encourage alumni parents to enroll their children at AUC.

2. Focus our advertising on international opportunities at AUC, and highlight career opportunities related to different innovative initiatives on campus.

3. Look into the root causes that may be negatively affecting the perception of alumni parents, and address the reputation perception challenge through good PR.

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Theme 5

This theme is mainly concerned with Staying Connected to AUC.

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Theme 5: Stay in Touch
Connected to AUC

51% Alumni Moderately or extremely connected to AUC

Recommendations:
Alumni seem more connected to individuals than to AUC. Therefore, we should try to expand our alumni reach by building on existing AUC-based social circles.

There is an opportunity to utilize professors more frequently for outreach to graduate students. Additionally, there should be further efforts to connect students with their advisors and professors during their undergraduate experience.

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Theme 5: Stay in Touch!
Preferred Methods of Finding out More about AUC!

The top three identified methods:

- Events: 43%
- Emails: 78%
- Facebook: 48%
Recommendations:
Alumni with both degrees give at higher levels; but they also plan to cut their giving at higher levels. This fact highlights certain perception problems among our alumni population, but also showcases the importance of reaching out to this alumni group with both undergraduate and graduate degrees.
Thank you

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